PUBLIC INTEREST, INC.
The Foundation for Public Information
135 CENTRAL PARK WEST · NEW YORK 23, N. Y.
SUsquehanna 7-3497

JULIE MEDLOCK
EXECUTIVE DIRECTOR

CABLE ADDRESS: PUBINTREST

1958

BACKGROUND:

Julie Medlock has had a successful and varied professional career in the communications field, with experience at both working and policy-making levels in newspapers, magazines, TV-radio, films, publicity and public relations. She has written for all the major newspaper syndicates, has been a special assignment reporter at the United Nations in New York and in Geneva, and has produced a prize-winning newspaper column as a foreign correspondent. After several years on the San Francisco Chronicle, she came to New York in 1939, worked for two years in a top public relations agency, and then set up her own office in the Graybar Building, 420 Lexington Avenue, with a branch office at 300 Montgomery Street, San Francisco. Over a period of years, with a staff of 12 people, she handled accounts in 28 non-competing fields.

In 1946 she started work in the international area when she was appointed consultant to the Director-General of the UN's International Labour Organization, then in Montreal prior to its post-war return to its permanent home in Geneva. This experience led directly to her abandonment of the commercial public relations field in 1947 to set up a non-profit office - in effect a foundation - Public Interest, Inc. Objective: the study of communications problems - on the assumption that a better informed public opinion on world affairs could lead to improved public policies and increased international understanding.

During the ten years of its existence, Public Interest, Inc. has handled dozens of projects involving all the mass media of information individually or collectively. It has established a close working relationship with top public figures all over the world, such as Nobel prize-winner and British Earl, Bertrand Russell. It has explored such problems as how to extract from international conferences material of educational value and make it useable in the mass media. It has assisted innumerable public service organizations and educational institutions to improve their information methods and coverage. It has cooperated on a private-investment world development research project involving international business executives, Wall Street and Washington.

In addition to such research, it has focussed on methods for immediately improving the flow of information in many areas. In this connection, Julie Medlock, as founder and executive director of Public Interest, Inc. spends roughly half her time traveling as a special assignment reporter. Since 1951 she has made three long trips covering all the countries of Europe except Russia and the satellites. In 1956 she spent four months in Greece, Turkey, Cyprus, Egypt, Lebanon, Syria, Jordan and Israel. The current 1958 project will take her into all the countries of Asia, many in Africa, and again through the Middle East and Europe, in an attempt to help increase the flow of information between East and West.

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